

Results for 105 European firms (own-firm changes expected during the next 12 months)

	Mar 2018	Dec 2017	Sept 2017	Jun 2017	Mar 2017
Weighted Averages for	Expected growth in next 12 months	Expected growth in next 12 months	Expected growth in next 12 months	Expected growth in next 12 months	Expected growth in next 12 months
Earnings growth*	7.2%	3.6%	6.2%	3.2%	15.4% Median = 5%
Capital spending	7.0%	4.8%	6.6%	8.2%	6.7%
Advertising and marketing spending	2.5%	0.9%	4.9%	3.9%	2.8%
Technology spending	4.0%	3.0%	5.2%	6.9%	4.8%
R&D spending	2.4%	6.3%	3.2%	6.7%	3.9%
Employment – full-time	-0.1% Median = 2%	3.9%	0.4%	1.7%	0.3%
Wages and Salaries	2.4%	2.6%	2.7%	3.4%	2.0%
Inflation (Chg in prices of own-firm products)	2.8%	1.1%	1.5%	1.7%	1.2%
Health Care Costs	1.1%	1.3%	1.2%	2.2%	2.0%
Revenue	4.5%	5.6%	7.0%	5.6%	6.4%

* indicates public firms only. All other numbers for all survey respondents (including private)

European BUSINESS OPTIMISM

	Mar 2018	Dec 2017	Sept 2017	Jun 2017	Mar 2017
	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.	Compared to last qtr.
Optimism about the country's economy	More opt: 60.0% Less opt: 10.5% No chg: 29.5%	More opt: 47.9% Less opt: 15.8% No chg: 36.3%	More opt: 63.1% Less opt: 14.4% No chg: 22.5%	More opt: 62.3% Less opt: 9.2% No chg: 28.5%	More opt: 41.1% Less opt: 20.0% No chg: 38.9%
Country optimism level	67.0	66.9	63.4	61.2	55.7
Optimism about own company	More opt: 52.0% Less opt: 21.0% No chg: 27.0%	More opt: 51.0% Less opt: 19.0% No chg: 29.9%	More opt: 42.9% Less opt: 17.4% No chg: 39.8%	More opt: 44.2% Less opt: 13.2% No chg: 42.6%	More opt: 46.5% Less opt: 20.5% No chg: 33.0%
Own company optimism level	65.9	68.7	64.0	63.1	62.3

Top Concerns for European Businesses

- Attracting and retaining qualified employee
- Regulatory requirements
- Government policies
- Economic uncertainty
- Access to capital
- Currency risk
- Data security
- Rising input or commodity costs
- Weak demand for your product/services
- Employee morale